In the claims:

Please amend the claims as follows:

Claim 1 (currently amended: A computer-implemented method of controlling content, the method comprising:

receiving input from a user;

monitoring content in an application program or content exchanged between the application program and an operating system residing at the user's computer system;

determining whether monitored content corresponds to includes a predetermined advertisement; and

if the monitored content corresponds to includes the predetermined advertisement, replacing the predetermined advertisement with another predetermined advertisement based on the user input.

Claim 2 (original): The method of claim 1, wherein receiving input from the user comprises receiving information about content that the user wishes to control. .

Claim 3 (original): The method of claim 2, further comprising generating the other predetermined advertisement based on the received user information.

Claim 4 (original): The method of claim 1, wherein monitoring content comprises monitoring content in a database manager, a spreadsheet, a communications package, a graphics program, a word processor, or a network browser.

Claim 5 (original): The method of claim 1, wherein receiving input from the user comprises receiving information from an organization designated by the user.

Claim 6 (original): The method of claim 5, further comprising generating the other predetermined advertisement based on received organization information.

Claim 7 (original): The method of claim 1, wherein monitoring content comprises monitoring text, video, audio, image, animation, or document link in the application program.

Claim 8 (original): The method of claim 1, wherein monitoring content comprises monitoring information related to the originator of content.

Claim 9 (original): The method of claim 1, wherein monitoring content comprises monitoring content exchanged between a network browser and a network server.

Claim 10 (original): The method of claim 1, further comprising activating rules including generating rules using the received user input and updating rules using the received user input and the generated rules.

Claim 11 (currently amended): The method of claim 10, wherein determining whether monitored content ~~corresponds to~~ includes a predetermined advertisement comprises:
extracting an identifier from the content; and
using the rules comparing the extracted identifier with a predetermined set of identifiers that correspond to a predetermined set of advertisements.

Claim 12 (original): The method of claim 11, wherein if the extracted identifier matches one of the predetermined sets of identifiers, replacing the corresponding predetermined advertisement with the other predetermined advertisement.

Claim 13 (original): The method of claim 11, wherein replacing the predetermined advertisement with the other predetermined advertisement comprises:
replacing the corresponding predetermined advertisement with a representation of the predetermined advertisement;
detecting the representation; and
replacing the representation with the other predetermined advertisement.

Claim 14 (original): The method of claim 1, wherein replacing the predetermined advertisement with another predetermined advertisement comprises replacing the predetermined advertisement with text, video, audio, image, animation, or a link to a document.

Claim 15 (original): The method of claim 1, wherein replacing the predetermined advertisement with another predetermined advertisement comprises accessing the other predetermined advertisement from a user's computer or from a network server.

Claim 16 (original): The method of claim 1, wherein monitoring occurs at the user's computer system.

Claim 17 (original): The method of claim 1, wherein monitoring occurs at a network server separate from the user's computer.

Claim 18 (currently amended): Software in a computer-readable medium comprising instructions for causing a computer system to perform the following operations:
 receive input from a user of a computer system;
 monitor content in an application program or content exchanged between an operating system residing at the user's computer and the application program;
 determine whether monitored content ~~corresponds to~~ includes a predetermined advertisement; and
 if the monitored content ~~corresponds to~~ includes the predetermined advertisement, replace the predetermined advertisement with another predetermined advertisement based on the user's input.

Claim 19 (currently amended): A computer system for controlling content, the system comprising:
 a client computer programmed to receive input from a user and to operate an application program; and

a second computer interconnected with the client computer by an internetwork and programmed to:

observe content in the application program or content exchanged between the application program and an operating system residing at the client computer,

determine whether observed content ~~corresponds to~~ includes a predetermined advertisement, and

if the observed content ~~corresponds to~~ includes the predetermined advertisement, replace the predetermined advertisement with a predetermined identifier that corresponds to another predetermined advertisement based on the user input.

Claim 20 (original): The computer system of claim 19, further comprising a second set of instructions for programming the second computer to:

receive the predetermined identifier; and

replace the predetermined identifier with the corresponding other predetermined advertisement.

Claim 21 (currently amended): A computer-implemented method of controlling content in an application program or in a communication channel between an operating system residing at a user's computer system and the application program, the method comprising:

receiving an input from the user;

observing content exchanged between the application program and the operating system;

determining whether observed content includes predetermined advertisement content that would direct the user to a predetermined advertisement; and

if the observed content includes predetermined advertisement content that would direct the user to the predetermined advertisement, replacing the observed content with other content that directs the user to another predetermined advertisement based on the user input.

Claim 22 (currently amended): Software in a computer-readable medium comprising instructions for causing a computer system to perform the following operations:

receive input from a user of a computer system;

monitor content in an application program or content exchanged between an operating system residing at the user's computer and the application program;

determine whether monitored content <u>includes predetermined advertisement content that</u> would direct the user to a predetermined advertisement; and

if the monitored content <u>includes predetermined advertisement content that</u> would direct the user to the predetermined advertisement, replace the monitored content with other content based on the user's input.

Claim 23 (currently amended): A computer system for controlling content, the system comprising:

a client computer programmed to receive input from a user and to operate an application program;

a second computer interconnected with the client computer by an internetwork and programmed to:

observe content in the application program or content exchanged between an operating system residing at the client computer and the application program,

determine whether observed content <u>includes predetermined advertisement content that</u> would direct the user to a predetermined advertisement, and

if the observed content <u>includes predetermined advertisement content that</u> would direct the user to the predetermined advertisement, replace the observed content with other content based on the user input.
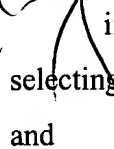
Claims 24-34: previously cancelled.

Claim 35 (currently amended): A method of controlling content in a processing environment in which the content may be accessed, the method comprising:
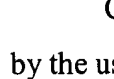
receiving input from a user;

monitoring content in the processing environment to be accessed by the user;

determining whether monitored content ~~corresponds to~~ <u>includes</u> a predetermined advertisement;

if the monitored content ~~corresponds to~~ <u>includes</u> the predetermined advertisement, selecting a selected advertisement, based on the user input, for incorporation into the content; and

causing the content to be accessed by the user with the selected advertisement incorporated therein.

Claim 36 (previously added): The method of claim 35 wherein the predetermined advertisement is one of a plurality of advertisements from which the selected advertisement is selected.

Claim 37 (previously added): The method of claim 35 wherein the content to be accessed by the user is content to be viewed by the user.

Claim 38 (previously added): The method of claim 35 wherein the content to be accessed by the user comprises text.

Claim 39 (previously added): The method of claim 35 wherein the content to be accessed by the user comprises video.

Claim 40 (previously added): The method of claim 35 wherein the content to be accessed by the user comprises sounds.

Claim 41 (previously added): The method of claim 35 wherein the content to be accessed by the user comprises images.

Claim 42 (previously added): The method of claim 35 wherein the content to be accessed by the user comprises movies.

Claim 43 (previously added): The method of claim 35 wherein the processing environment through which the content is accessed by the user comprises a television tuner for receiving television signals that carry the content.

Claim 44 (previously added): The method of claim 35 wherein the processing environment is a computer application program or a communication channel between an operating system residing at a user's computer system and the computer application program.

Claim 45 (previously added): The method of claim 35 wherein monitoring content comprises monitoring information related to the originator of content.

Claim 46 (previously added): The method of claim 35, wherein the step of receiving input from a user comprises receiving directly from the user information about content that the user wishes to control.

Claim 47 (previously added): The method of claim 35, wherein the step of receiving input from a user comprises observing information relating to the user and generating content preferences based on these observations.

Claim 48 (currently amended): Software in a readable medium comprising instructions for causing a processor to perform the following operations in a processing environment in which content may be accessed:

receive input from a user;

monitor content in the processing environment to be accessed by the user;

determine whether monitored content ~~corresponds to~~ includes a predetermined advertisement;

if the monitored content ~~corresponds to~~ includes the predetermined advertisement, select a selected advertisement, based on the user input, for incorporation into the content; and

cause the content to be accessed by the user with the selected advertisement incorporated therein.

Claim 49 (currently amended): A method of controlling content in a processing environment in which the content may be accessed, the method comprising:

receiving input from the user;

monitor content in the processing environment to be accessed by the user;

determining whether monitored content includes predetermined advertisement content that would direct the user to a predetermined advertisement; and

if the monitored content includes predetermined advertisement content that would direct the user to the predetermined advertisement, selecting selected content, based on the user input, and causing the user to be directed to the selected content.

Claim 50 (previously added): The method of claim 49 wherein the predetermined advertisement is one of a plurality of items of content from which the selected content is selected.

Claim 51 (currently amended): Software in a readable medium comprising instructions for causing a processor to perform the following operations in a processing environment in which content may be accessed:

receive input from a user;

monitor content in the processing environment to be accessed by the user;

determine whether monitored content includes predetermined advertisement content that would direct the user to a predetermined advertisement; and

if the monitored content includes predetermined advertisement content that would direct the user to the predetermined advertisement, selecting selected content, based on the user input, and causing the user to be directed to the selected content.